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ABSTRACT

As the world of business shifts towards a knowledge economy, the growing availability of information delivered in print and electronic media will require professionals well-versed in the methodologies of information thinking and knowledgeable of the practical resources available to them. This book provides a window on the complexities of the rapidly evolving information environment in the workplace, and on the prevailing ways people use and think about information in business. It is the result of research and interviews with (Part 1) executives, (Part 2) information professionals, and (Part 3) educators conducted over a three-year period and reflects the changes occurring in methods of information availability and delivery. Interviewees provide personal and professional insights and strategies for retrieving and using information in their specialized professions. The book also includes examples of the specific resources and tools used for planning and solving business problems in areas of business intelligence, legislative advocacy, credit and finance, information technology, investments, manufacturing, and public relations. The book examines education, training, and management issues and offers insight into the roles executives and information professionals can play in adding value to the corporate or organizational information process. Includes search sample form and code of ethical business practice. (AEF)

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